

REPORT ON RADIO STATION

COLLEGE

ADDRESS

Prepared especially for the Teletype Newsmachine Service of the
EASTERN STATES RADIO CORPORATION

34 Amity Street
Amherst, Mass.

545 Fifth Avenue
New York, N. Y.

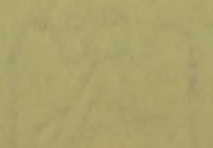
Date Sent: JAN 14 1951

Date Received:

Information of program as follows:
Radio program
Approximate time
Broadcast time, program
Scheduling program
Actual production technique
Technical advice
Special Administration advice

QUALITY MIMED

U.S.A.



Address: _____
(city & state)
Watts: _____ Frequency: _____
() Co-ed. If yes, check:
Enrollment: Men: _____
Women: _____

Coverage of campus:

Men: _____% Women: _____%

Administration and faculty: _____%

Number of town residents able to hear the
station: _____.

Mailing address of Radio Station:

Phone: _____

Staff: Number of students and faculty working on station: _____ men

LIST BELOW THE POSITION (not proper name) ON YOUR
STAFF WHO IS CONTACTED FOR THE FOLLOWING: (e.g.,
Bus. Mgr, Program Manager, Station Manager, etc.) _____ women

_____	Station Affairs - head of station
_____	Promotion of programs to listeners
_____	Public relations
_____	Advertising sales
_____	Commercial copy, preparation
_____	Scheduling programs
_____	Actual production; technique
_____	Technical advice
_____	Faculty & Administration advisor

Do you have any news broadcasts?

If you have a news machine, indicate what kind: (AP, UP, INS)

If no machine, please indicate how you get the news and the number of
minutes of news per day:

Do you have recording facilities: Describe!

Network affiliations, if any: _____ IBS?

Do you have any NATIONAL ADVERTISING at this time? List

Do you have a National Advertising Representative? Who?

Do you desire an National Advertising?

Name of campus newspaper:

Do you have a column or do you get articles about improvements in facilities in the newspaper: () Yes () No

Campus Circulation _____ Mailing Circulation _____

How often is it published? _____

WHAT NATIONAL TIME ZONE ARE YOU IN?

List number of 60 sec., 30 sec., 20 sec. spot announcements you have:
Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

60 sec.:

30 sec.:

20 sec.:

List any advertising which is unacceptable for broadcasting. It is assumed that there will be no liquor, beer, or wine advertising.

Have you any plans for increasing coverage of your station. Explain as well as possible:

Facilities of station: (owned by the station or available for its use)

Newsprinter:

33

45

78

Record Library: Popular

Classical:

Mimeograph or duplicating facilities:

Filing facilities: (i.e., do you keep day to day script files, etc.)

Number of studios:

Piano:

Newsroom:

Music Room (library):

Program or production room:

Business Office:

Western Union Timing:

Is the radio station a recognized organization on campus:

How is your revenue obtained: (e.g., advertising, Student Gov't tax, membership dues, etc.)

Give below the mailing address to which correspondence from the EASTERN STATES RADIO CORPORATION can be addressed:

PROGRAM DEPARTMENT:

Directions: Fill in the program schedule as well as possible. Fill in the length of the breaks between programs, i.e., 20 sec., 60 sec., etc. Abbreviate where necessary.

Key: L = live
 dj = disc jockey
 C = classical music
 S = sports

		(P. M.)		
Time	SUNDAY	MONDAY	TUESDAY	
6:00-6:30				
6:30-7:00				
7:00-7:15				
7:15-7:30				
7:30-7:45				
7:45-8:00				
8:00-8:15				
8:15-8:30				
8:30-8:45				
8:45-9:00				
9:00-9:15				
9:15-9:30				
9:30-9:45				
9:45-10:00				
10:00-10:15				
10:15-10:30				
10:30-10:45				
10:45-11:00				
11:00-11:30				
11:30-12:00				
12:00 →				
(a.m.)				
6:00 →				

AM

P.M.

Time	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 - 6:30				
6:30 - 7:00				
7:00 - 7:15				
7:15 - 7:30				
7:30 - 7:45				
7:45 - 8:00				
8:00 - 8:15				
8:15 - 8:30				
8:30 - 8:45				
8:45 - 9:00				
9:00 - 9:15				
9:15 - 9:30				
9:30 - 9:45				
9:45 - 10:00				
10:00 - 10:15				
10:15 - 10:30				
10:30 - 10:45				
10:45 - 11:00				
11:00 - 11:30				
11:30 - 12:00				
12:00 →				
AM				
6:00 →				

period month	1st	2nd	3rd	4th	5th
Jan					
Feb					
Mar					
Apr					
May					
June					
July					
Aug					
Sept					
Oct					
Nov					
Dec					

All commercial commitments will be in accord with the regulations set up by the National Association of Broadcasters. No. liquor, beer, or wine advertising will be accepted.

Please list any products that are considered by your station as unacceptable for advertising. List which are not acceptable for advertising.

- (3) Approximate frequency response of signal:
- (4) Are you operating as a carrier current station or as a standard broadcast station?
- () Carrier Current () Standard Broadcast
- (5) Do you have Western Union Timing? () YES () NO

* * * * *

Equipment:

HYDROPHONES : Quantity:
Type:
Manufacturer's Design

TURNTABLES : Quantity:
Speeds:
Diameter:
Manufacturer's Design:

WIND-UP ARM : Quantity:
Length of Arm:
Manufacturer's Design:

OTHER FACILITIES : (list)

LIST ANY OTHER FACILITIES THAT ARE ESSENTIAL OR A PARTIAL EQUIPMENT FOR
RADIO STATION TECHNICAL SET-UP

INSTRUCTIONS:

Please draw a rough sketch of your physical layout, labeling studios, control room, music room, news room, etc. If your whole set-up is in one room, please indicate a rough floor plan of the room.

If no number is shown, it means that your station will not be on the air. From this we will be able to figure a schedule of days you will be able to broadcast, and some substitute days which you will be able to "make-good" any broadcasts that you might miss.

February, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

March, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

July, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

August, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

September, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

October, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

November, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

December, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

February, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

March, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

215 819

215 819

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